
Description: Yogurt is produced by bacterial fermentation of milk. It is consumed as an important part of daily diet due to its taste and healthfulness. Yogurt is consumed in several forms such as drinks, snacks, side dish and as a dessert. Due to its pro-biotic nature it is preferred as a healthy food. Growing health concerns, taste changes and preference for healthy food among the consumers in North America are some of the major factors driving the market at present. The market is expected to experience growth in the next six years.

This report is segmented by types of yogurt and by geography. It also includes the drivers, restraints and opportunities (DROs), Porter's five forces analysis and value chain of North America yogurt market. The study highlights current market trends and provides the forecast from 2013 to 2019.

By geography, the market has covers the U.S. Canada and Mexico. The present market size and forecast till 2019 have been provided in the report.

The report also analyzes macro-economic factors influencing and inhibiting the growth of yogurt market. Porter's five forces analysis offers insights on market competition throughout its value chain. In addition, the market attractiveness analysis provided in the report highlights key investing areas in this industry. The report will help manufacturers, suppliers and distributors to understand the present and future trends in this market and formulate their strategies accordingly.

The North America yogurt market here refers to the market by product type and by geography. The market is categorized into the following segments:

Yogurt Market by Type

The different types of yogurt covered under this research study are defined as follows:

- Set yogurt
- Frozen yogurt

North America Yogurt Market by Geography

The different geographies covered in the research scope are as follows:

- The U.S.
- Canada
- Mexico

The in-depth research and high level analysis will allow yogurt vendors to make informed decisions about the yogurt market, formulate growth strategies and gain competitive advantage.
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